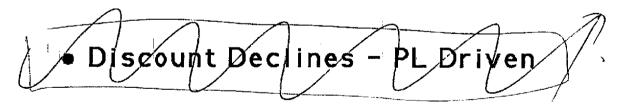
PERFORMANCE SUMMARY

- PM April Shipments Were Slightly Below Budget, (-83 Million Units, -0.5%).
- Marlboro Weekly Share Trends Increasing as B4G1F Expands
 - Retail Shares
 - Smoker and Volumetric Consumer Shares
- Prices and Gaps Stable



CC/JJM Staff Mtg 4/31/95

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